

TWAK 963A



PATENT

IFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Steven E. Riedl

App. No. : 10/639,070

Filed : August 12, 2003

For : **TECHNIQUE FOR
EFFECTIVELY DELIVERING
TARGETED ADVERTISEMENTS
THROUGH A COMMUNICATIONS
NETWORK HAVING LIMITED
BANDWIDTH**

Examiner : Bantamoi, Anthony

Group Art Unit: 2609



27299

PATENT TRADEMARK OFFICE

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

December 6, 2007

(Date)

Robert F. Gazdzinski
Reg. No. 39,990

TRANSMITTAL LETTER

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Enclosed herewith please find the following documents for filing with regard to the above-identified application:

1. Establishment of Right of Assignee to Take Action and Revocation and Power of Attorney with attached copies of Assignments (13 Pages); and
2. Return prepaid postcard.

Respectfully requested,

GAZDZINSKI & ASSOCIATES

Dated: 12/6/07

By:

Robert F. Gazdzinski
Registration No. 39,990
11440 West Bernardo Court, Suite 375
San Diego, CA 92127
Telephone: (858) 675-1670
Facsimile: (858) 675-1674



UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Steven E. Riedl)
App. No. : 10/639,070)
Filed : August 12, 2003)
For : **TECHNIQUE FOR**)
EFFECTIVELY DELIVERING)
TARGETED ADVERTISEMENTS)
THROUGH A)
COMMUNICATIONS NETWORK)
HAVING LIMITED BANDWIDTH)
Examiner : Bantamoi, Anthony)
Group Art Unit: 2609)



ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION
AND
REVOCATION AND POWER OF ATTORNEY

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventors to the Assignee.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of GAZDZINSKI & ASSOCIATES P.C.

App. No. : 10/639,070
Filed : August 12, 2003

(Customer No. 27279), located at 11440 West Bernardo Court, Suite 375, San Diego, California 92127, Telephone (858) 675-1670, including Robert F. Gazdzinski, Registration Number 39,990; Peter Gutierrez, III, Registration Number 56,732; Patrick Lavender, Registration Number 58,758; Julie M. Flores, Registration Number 58,559; and Vinay Sathe, Registration Number 55,595 as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

TIME WARNER INTERACTIVE VIDEO
GROUP INC.

Dated: 11/30/07

By: 

Its: SENIOR VP + ASSISTANT SECRETARY

Address: 290 Harbor Drive
Stamford, CT 06902



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUNE 21, 2004

PTAS



102617767A

KAYE SCHOLER LLP
ALEX L. YIP
425 PARK AVENUE
NEW YORK, NY 10022

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 12/05/2003

REEL/FRAME: 014755/0949
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

RIEDL, STEVEN E.

DOC DATE: 10/23/2003

ASSIGNEE:

AOL TIME WARNER INTERACTIVE VIDEO
GTROUP, INC.
120 E. 23RD STREET, 7TH FLOOR
NEW YORK, NEW YORK 10010

SERIAL NUMBER: 10639070

FILING DATE: 08/12/2003

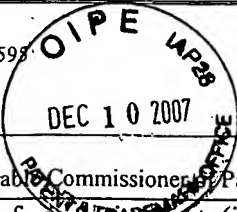
PATENT NUMBER:

ISSUE DATE:

TITLE: TECHNIQUE FOR EFFECTIVELY DELIVERING TARGETED ADVERTISEMENTS
THROUGH A COMMUNICATIONS NETWORK HAVING LIMITED BANDWIDTH

014755/0949 PAGE 2

VIOLET MCCOY, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS



12-09-2003



To the Honorable Commissioner of Patents & Trademarks

102617767

ents or copy thereof.

1. Name of conveying party(ies):

Steven E. Riedl

12.5.03

Additional name(s) of conveying party(ies) attached? ☐ yes ☒ no

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Execution Date: October 23, 2003

2. Name and address of receiving party(ies):

Name: AOL Time Warner Interactive Video Group, Inc.

Address: 120 E. 23rd Street, 7th Floor

City: New York State: New York ZIP: 10010

Additional name(s) & address(es) attached? ☐ yes ☒ no

OFFICE OF PUBLIC RECORDS
2003 DEC -5 AM 9:16
FINANCE SECTION

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

B. Patent No.(s)

10/639,070

Additional numbers attached? ☐ yes ☒ no

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Alex L. Yip

Internal Address: Kaye Scholer LLP

Street Address: 425 Park Avenue

City: New York State: New York ZIP: 10022

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41)..... \$ 40.00

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number:

(attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

12/08/2003 DBYRNE 00000128 10639070

01 FC:0021

40.00 00

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Alex L. Yip

Name of Person Signing
(PTO Reg. No. 34759)

Signature

December 3, 2003
Date

Total number of pages including cover sheet, attachments and document: 3

A S S I G N M E N T

For value received, I,

Steven E. Riedl, a citizen of Canada,

who reside at:

1580 Masters Court
Superior, Colorado 80027

hereby sell, assign and transfer to AOL Time Warner Interactive Video Group, Inc., a Delaware Corporation, having an office at 120 E. 23rd Street, 7th Floor, New York, New York 10010, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States, in and to certain inventions related to TECHNIQUE FOR EFFECTIVELY DELIVERING TARGETED ADVERTISEMENTS THROUGH A COMMUNICATIONS NETWORK HAVING LIMITED BANDWIDTH described in an application for Letters Patent of the United States, Serial No. 10/639,070, filed on August 12, 2003, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and I also concurrently hereby sell, assign and transfer to AOL Time Warner Interactive Video Group, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

I authorize AOL Time Warner Interactive Video Group, Inc. to make application for such protection in its own name and maintain such protection in the United States and in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from me, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AOL Time Warner Interactive Video Group, Inc. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

I request that any and all patents for said inventions be issued to AOL Time Warner Interactive Video Group, Inc. in the United States and in any and all countries foreign to the United States, or to such nominees as AOL Time Warner Interactive Video Group, Inc. may designate.

I agree that, when requested, I shall, without charge to AOL Time Warner Interactive Video Group, Inc., sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.


Steven E. Riedl

Date: 10/23/03

United States of America)

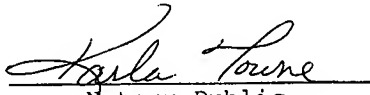
State of Colorado) ss.:

County of Jefferson)

On this 23rd day of October, 2003,
before me personally came Steven E. Riedl, to me known to
be the person described in and who executed the foregoing
assignment, and acknowledged execution of the same.



My Commission Expires 05/31/2006


Notary Public

DEC 10 2007

RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

AOL Time Warner Interactive Video Group, Inc.

Execution Date(s) October 10, 2003

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☐ Merger
☐ Security Agreement ☒ Change of Name
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Time Warner Interactive Video Group Inc.

Internal Address: _____

Street Address: 290 Harbor Drive

City: Stamford

State: Connecticut

Country: USA Zip: 06902

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

1) 10/303,290

B. Patent No.(s)

Additional numbers attached? ☒ Yes ☐ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Alex L. Yip

Internal Address: c/o Kaye Scholer LLP

Street Address: 425 Park Avenue

City: New York

State: New York Zip: 10022

Phone Number: (212) 836-7363

Fax Number: (212) 836-8689

Email Address: _____

6. Total number of applications and patents involved:

17

7. Total fee (37 CFR 1.21(h) & 3.41) \$680.00

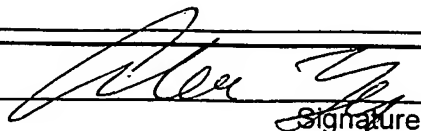
- ☐ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature:


Signature

July 28, 2005

Date

Alex L. Yip, Reg. No. 34,759

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

5

BOX 4A PATENT APPLICATION NO.(S) CONTINUATION SHEET

- 2) 10/302,550
- 3) 10/263,015
- 4) 10/274,087
- 5) 10/390,963
- 6) 10/324,196
- 7) 10/428,900
- 8) 10/428,719
- 9) 10/428,676
- 10) 10/439,620
- 11) 10/860,969
- 12) 10/643,111
- 13) 10/647,628
- 14) 10/430,161
- 15) 10/655,655
- 16) 10/639,070
- 17) 10/626,114

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "AOL TIME WARNER INTERACTIVE VIDEO GROUP, INC.", CHANGING ITS NAME FROM "AOL TIME WARNER INTERACTIVE VIDEO GROUP, INC." TO "TIME-WARNER INTERACTIVE VIDEO GROUP INC.", FILED IN THIS OFFICE ON THE TENTH DAY OF OCTOBER, A.D. 2003, AT 10:50 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE SIXTEENTH DAY OF OCTOBER, A.D. 2003, AT 8:30 O'CLOCK A.M.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

3524507 8100

030653344

AUTHENTICATION: 2683742

DATE: 10-10-03

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF**

AOL TIME WARNER INTERACTIVE VIDEO GROUP, INC.

AOL Time Warner Interactive Video Group, Inc., a corporation duly organized and existing under the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify that:

1. The Certificate of Incorporation of the Corporation is hereby amended by deleting Paragraph 1 thereof and inserting the following in lieu thereof:
"FIRST. The name of this corporation is Time Warner Interactive Video Group Inc."
2. The foregoing amendment was duly adopted in accordance with the provisions of Sections 242 and 228 (by the written consent of the sole stockholder of the Corporation) of the General Corporation Law of the State of Delaware.
3. This Certificate of Amendment and the amendment provided for herein, shall not become effective until, and shall become effective at 8:30 a.m. Eastern Standard Time on October 16, 2003.

FROM RL&T#10

(FRI)10.10'03 10:50/ST. 10:49/NO. 4864753536 P 3

IN WITNESS WHEREOF, AOL Time Warner Interactive Video Group, Inc. has
caused this Certificate to be executed by Spencer B. Hays, its Senior Vice President, on
this 9th day of October 2003.

AOL Time Warner Interactive Video
Group, Inc.

By: 

Name: Spencer B. Hays

Office: Senior Vice President



United States Patent and Trademark Office

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Assignments on the Web > Patent Query

Patent Assignment Abstract of Title

NOTE: Results display only for issued patents and published applications. For pending or abandoned applications please consult USPTO staff.

Total Assignments: 2

Patent #: NONE

Issue Dt:

Application #: 10639070

Filing Dt: 08/12/2003

Publication #: [20050039205](#)

Pub Dt: 02/17/2005

Inventor: Steven E. Riedl

Title: Technique for effectively delivering targeted advertisements through a communications network having limited bandwidth

Assignment: 1

Reel/Frame: [016831/0218](#)

Recorded: 08/01/2005

Pages: 5

Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: [AOL TIME WARNER INTERACTIVE VIDEO GROUP, INC.](#)

Exec Dt: 10/10/2003

Assignee: [TIME WARNER INTERACTIVE VIDEO GROUP INC.](#)

290 HARBOR DRIVE

STAMFORD, CONNECTICUT 06902

Correspondent: ALEX L. YID

C/O KAYE SCHOLER LLP

425 PARK AVENUE

NEW YORK, NY 10022

Assignment: 2

Reel/Frame: [014755/0949](#)

Recorded: 12/05/2003

Pages: 3

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: [RIEDL, STEVEN E.](#)

Exec Dt: 10/23/2003

Assignee: [AOL TIME WARNER INTERACTIVE VIDEO GROUP, INC.](#)

120 E. 23RD STREET, 7TH FLOOR

NEW YORK, NEW YORK 10010

Correspondent: KAYE SCHOLER LLP

ALEX L. YIP

425 PARK AVENUE

NEW YORK, NY 10022

Search Results as of: 11/29/2007 04:47 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.0.1
Web interface last modified: April 20, 2007 v.2.0.1

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